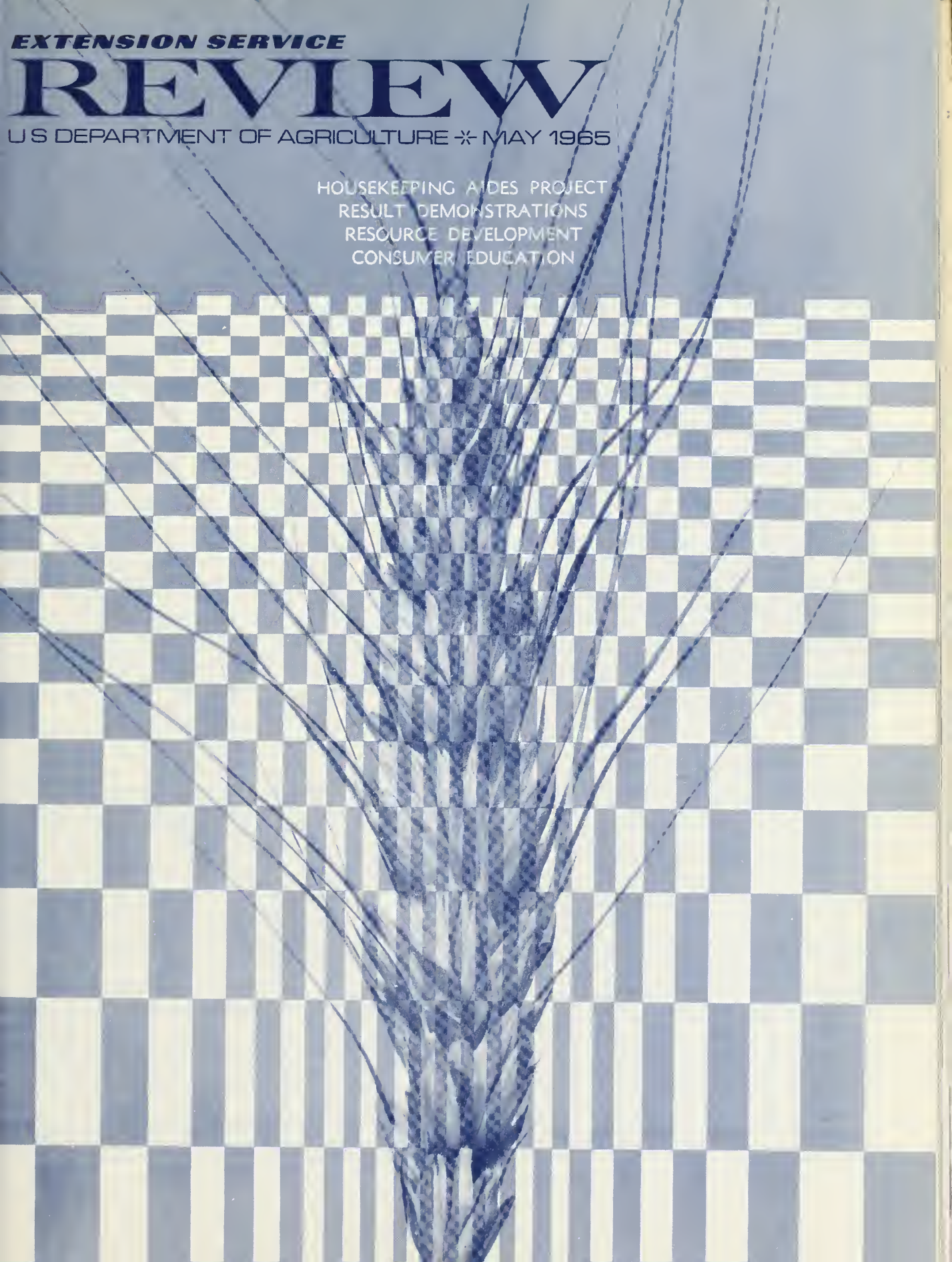


**EXTENSION SERVICE**

# REVIEW

U S DEPARTMENT OF AGRICULTURE \* MAY 1965

HOUSEKEEPING AIDES PROJECT  
RESULT DEMONSTRATIONS  
RESOURCE DEVELOPMENT  
CONSUMER EDUCATION



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

**ORVILLE L. FREEMAN**  
*Secretary of Agriculture*

**LLOYD H. DAVIS, Administrator**  
*Federal Extension Service*

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## EXTENSION SERVICE

# REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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## EDITORIAL

From bathing a baby to producing steel for tractors, and making the desert to bloom takes *water*. From a little to a lot.

Management of water resources ranges from individual farm ponds to vast expanses of artificial lakes created by trapping the flow of mighty rivers.

Alexander Gavitt, Jr., of the College of Agriculture, University of Connecticut, in a recent article gives some striking examples of water use. Here they are:

“It takes 30 gallons of water for one complete cycle of the washing machine; 379 gallons for a slice of bread; 550 gallons for a family of four for household uses; 240,000 gallons for a ton of newsprint; 325,800 gallons for an acre-cutting of alfalfa; and 500,000 gallons to produce a thousand yards of woolen cloth.”

Water is a precious, an indispensable resource. As a Nation, we are becoming more aware that reckless use or misuse of water is a loss to all of us.—WAL



*Each housekeeping aide wears a uniform and name tag for identification.*



by RACHEL C. HOGAN  
*Extension Home Economist  
Erie County, Pennsylvania*

## Developing Leadership Among Low-Income Clientele

**E**RIE, an industrial and lakeport city, is located in the northwestern corner of Pennsylvania. The third largest city of the State, it has a population of 183,523 comprised of many ethnic groups. During World War II, the Housing Authority built dwellings for service families and war workers. Following the war these units were used for low-income housing. A few years later, the Commonwealth of Pennsylvania sponsored other housing projects in the city. Today in Erie, there are seven integrated housing developments providing living quarters for 1,600 families.

Cooperative Extension has long recognized the need for working with low-income groups. Such an opportunity for educational assistance came when a representative of the Erie Housing Authority asked for help in developing programs for their tenants.

Concerted efforts over a 5-year period, resulted in a coordinated program aimed to create in tenants a desire to learn. Workshops were held showing the best uses of donated foods, ways of providing better nutrition, care of clothing, and the construction of children's clothes. These

proved successful in educational programs. However, the drawback was the small percentage of the 1,600 families reached by this method.

This was the underlying reason for initiating the Housekeeping Aides project, whereby all tenants could benefit. Briefly, the program was established to train a selected group of nine women in easy and inexpensive methods of performing household tasks. Following a training period, the Aides were to be assigned to families to demonstrate ways of caring for hardwood and tile floors,

household equipment, and other general housekeeping tasks.

The pilot project had two objectives. It was believed that leadership could be developed with this selected group of women through a training program, teaching specific skills, and stressing ways of effectively working with people. Secondly, it was hoped that the Aides working with tenants on an individual basis could motivate them to raise their standards of housekeeping and improve sanitation.

The pilot project in Erie, necessitated considerable planning. A team consisting of the community relations supervisor of the Housing Authority, managers of housing projects, Extension specialists from Pennsylvania State University, and an Extension home economist met several times to formulate plans. Early in the planning stages, visits were made to several families in the housing developments. It was found that needs and standards of housekeeping varied. Because of this, much thought was given to develop a suitable program that would benefit everyone and yet be fairly uniform.

The housing personnel assumed the administrative responsibility of the pilot project, and much of its success should be credited to them. They selected an integrated group of nine trainees living in the projects on a basis of their apparent capabilities. Priority was given to those needing financial aid, who were trustworthy, responsible, and good housekeepers.

The Cooperative Extension Service accepted the responsibility of preparing materials used in workshops and for training the Aides. It was necessary to adapt teaching methods, subject matter, and visuals to the level of the trainees. The written and spoken word had to be simple and repeated many times. The Aides were given the opportunity to practice suggested cleaning methods at home to gain self-confidence. Each gave demonstrations before the group to be certain she had mastered the techniques of the various housekeeping



*Homemakers who live in Harbor Annex Housing Project received training in the use and care of modern equipment. Each has a cleaning basket with supplies used in teaching and demonstrating modern housecleaning methods.*





tasks. Included in their training and discussed at length, were ways Aides could introduce themselves, attitudes in working with the public, good grooming hints, and suggested procedures for working with families.

The success and reception of the pilot project has led to further training of the Aides. The phases of house-keeping tasks selected have been based on the numerous questions tenants have asked. Laundry techniques seemed to be a problem with many families. A workshop, held in a tenant's home, included discussion and demonstration of the sorting of clothes, pre-treatment of excess soil, size of load for best results, washing products, thorough rinsing, and proper drying of clothes. A training session on easier ironing methods followed.

Improper storage of frozen foods in the freezer compartment of refrigerators noted by Aides, was the basis for another training period. The purchase, care, and storage of commercially frozen foods was presented as background information. Proper packaging for freezing and the cooking of frozen vegetables were taught.

Aides found many tenants not using their donated foods nor storing them properly. A 2-day workshop was held on preparation of nutritious meals using donated foods. Aides were given an opportunity to practice preparing meals using these foods. Part of the time was spent on ways to show tenants how to plan and prepare more nutritious meals for their families.

Future training sessions are planned on care and mending of clothing and spot removal. It is the Aides who help to plan the program; they are always on the alert to notice and to ask questions concerning ways to give further help and assistance to tenants. Training sessions provide an opportunity for Aides to learn and teach new information and to better evaluate their progress with individual homemakers.

To prepare the tenant for this

program, the housing development managers sent a letter explaining the project, giving the name of the House-keeping Aide, asking that she be welcomed and permitted to demonstrate the simple and inexpensive methods she had learned in their training.

No compensation was given the Aides while attending classes, but following graduation an hourly wage was provided them when working. This was paid by the Housing Authority which also furnished each with a name tag for identification and a basket containing inexpensive but effective supplies for demonstrations.

The community relations supervisor assigned Aides to families. Great care was exercised here. Personalities, personal problems, and makeup of the family and Aide were carefully considered. It was understood that housing administration would handle any problem that arose.

Perhaps it is too soon to be positive about the results of the House-keeping Aides project, but the trend for its success certainly looks good.

The program, in effect since June 1964, has been a real experience and challenge to all participants. The eagerness and attention with which the Aides greet a new subject is stimulating to the teacher. It seems to substantiate the fact that materials and presentation geared to those for whom it is intended makes teaching possible, even for those far removed from schooling. Personal development and increasing self-confidence of Aides has been witnessed with the growth of the program.

The trainees, knowing they were a handpicked group, have felt great responsibility for the success of the program. At first they seemed fearful of not being received by the tenants. The majority are, in fact, happy to receive the Aides and talk with them; only a very small percentage are not receptive.

Records show that Aides in the project since June 1964, made visitations to 1,585 families. Twenty-one families refused to admit them;

8 were not very receptive, but did admit them and were not rude; 300 tenants have asked Aides to visit them after each training workshop. This indicates that most tenants are approachable and want to be helped.

A marked improvement in the appearance of the inside of the homes as well as the outside has been noted and commented on by Aides. This proves that praise is a stimulus for improvement.

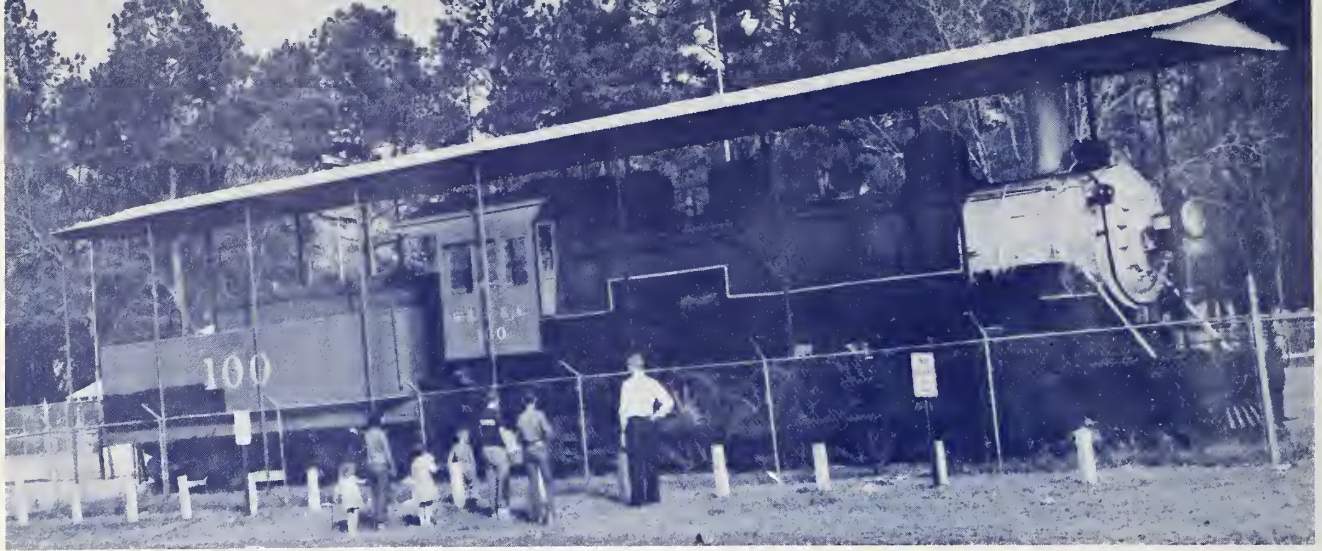
Results of this program have received favorable recognition from the Executive Director and Secretary of the Housing Authority of Erie, and the Regional Public Housing Administration in Philadelphia. The program has been publicized in a circular letter to all Housing Authorities in Pennsylvania, Delaware, Maryland, and the District of Columbia. A statement in this letter points out, "Everyone can benefit from education, and most people will help themselves, if they are shown the way. The story from the Erie Housing Authority proves the validity of this philosophy."

Each Aide received a personal letter from the Executive Director and Secretary of the Housing Authority of the city of Erie. He complimented her on attitude, patience, politeness, and composure exhibited throughout the program—many times under very trying conditions.

The enthusiastic reception of this project, has led community agencies, such as YWCA and the National Christian Family Movement, to become interested in working with low-income families. Representatives of the Christian Family Movement have assumed leadership for two youth groups in handyman and electric projects.

Cooperative Extension Service and Erie Housing Authority personnel agree that agencies can work together and share responsibilities giving greater depth and breadth to a program. Evidence indicates there is leadership potential that can be developed among low-income clientele. □





*Despite all its progress, Worth County has not broken with the past. This old steam locomotive, donated to the City of Sylvester, is part of City Park. Tourist attractions are being promoted through the RAD program.*

***Georgia Extension agent tells how Rural Areas Development got ...***

## **Worth County on the Move**

*by* JOEL B. GUNNELLS, *Worth County Agent, Georgia*

**F**OR MANY Extension workers, this year will mark the 10th anniversary of the Rural Areas Development idea. It was in 1955 that various agencies of Federal, State and local governments joined with non-government agencies, organizations, and individuals in a concerted effort to speed up economic and social development in certain designated rural areas of our country.

Rather than being entirely a new program, it was at that time—and continues to be—a realignment of the forces at work in the fields of economic and social development. The program placed greater emphasis on the needs and problems of people with inadequate incomes. And even today, with the expanded emphasis of the Economic Opportunity Act, the basic concepts of Rural Areas Development are essential to the fulfillment of the American Dream.

Rural Areas Development has been defined as “a unified effort by local people, local organizations, civic groups, business groups, and other agencies to develop and improve the social, economic, educational, and spiritual opportunities in an area through individual, family, community, and area development.”

After working with Rural Areas Development here in Worth County, Georgia, I believe it would be difficult to improve on this definition. And the program's objectives and basic concepts seem to fit mightily well what has been going on here, too.

The objectives: to create an economic and social climate in which people can realize their maximum productivity and to provide alternative economic opportunities for people in problem areas.

The basic concepts: the Rural Areas Development approach is based on the total development of all resources, both human and natural. It is a unified approach involving leadership from every sector of the area's society, economy, and government. It is a self-help program, dependent on the understanding and initiative of the people in identifying and solving their problems. All local agencies have the responsibility of furnishing information, guidance, and encouragement for Rural Areas Development work, but each is to retain its full identity in efforts on behalf of the program.

**W**hile the Rural Areas Development idea was hatched 10 years ago, Worth was not one of the pilot counties





*Before a new door manufacturing plant was built in his community 2 years ago, this young man was a full-time farmer. He still farms, but now works in industry to supplement his farm income for himself and his family.*

that got in on the program in the beginning. But regardless of when they start, all planned progressive moves have a first step. Here, that first step was taken on November 22, 1960. On that date, as county agent and acting under responsibility delegated to me by the Extension Service, I called a meeting of 33 recognized leaders in the county. The group included local representatives of State and Federal agencies, City and County officials, and others from all segments of the population.

Dewitt Harrell, then State Rural Areas Development Agent and now head of Extension's Community Resource and Development Department, explained the design, purposes, and potentials of a Rural Areas Development program for Worth County. All that came out of this first meeting was a promise on the part of the leaders to go home and think about the idea of organizing a County Rural Development Board.

But from that meeting and that promise, Worth County has come a long way. Let's take a look at some of the accomplishments, then go back and examine the organizational developments from November 1960, that made the progress possible.

Agriculture has been, and for a long time will continue to be, the lifeblood of Worth County. In 1959 we ranked eighth in the State in value of all farm products sold—\$10,238,938 worth. In 1964 the value of farm products

sold exceeded \$18,500,000. Indications early this year were that 1965 farm income will approach that figure. This is an increase, over a 5-year period, of approximately 60 percent. Few Georgia counties can match this progress in agricultural efficiency.

So the first half of the Sylvester-Worth County Chamber of Commerce slogan, "Established in Agriculture—Growing in Industry," has long been an established fact. But in less than 3 years, the second half of the slogan has become a reality, too.

Twelve new industrial firms have been established in Worth County since the fall of 1962. They include five farm supply firms, three wood manufacturing companies, a textile plant, a meat packer, a builder of mobile homes, and a builder of truck bodies.

And look what this has done to the economy of Worth County. According to the Georgia State Department of Commerce, retail sales in the county in 1961 totaled \$10,461,000. This was a 3 percent increase over 1960, but in 1963 retail sales in Worth climbed to \$13,003,386. Later figures indicated a 23 percent increase in retail sales during the first quarter of 1964, compared to the first quarter of 1963. There is evidence that the economic boom held up throughout all of last year.

A lot of people are following—or taking—the results of the surging economy all the way to the local banks. There are two banks in the county, and as of June 30, 1960, there were 6,830 accounts with total deposits of over \$5 million. But at the close of the fiscal year ending June 30, 1964, there were 8,593 accounts with deposits totaling over \$8 million. Both accounts and deposits continue to grow.

Worth County has been growing in many other areas too—areas on which it is difficult to place a dollar-and-cents value. There are obvious improvements in living standards, religion, education, and social atmosphere. Consider the following projects, all of which are the direct or indirect results of the fundamental concepts of total resource development espoused by the local Rural Areas Development program:

—In April 1962, the City of Sylvester (the county seat) began installing a complete natural gas system, costing \$272,000. Money was borrowed from the Housing and Home Finance Agency at 3½ percent interest.

—The City of Poulan, in late 1963 secured a loan from Community Facilities for \$94,000 and a grant from Housing and Home Finance for \$92,000 to install a water system. This small town was also approved for a grant of \$28,500 for sewage disposal.

—Sumner has completed a rural community water system made possible by a loan of \$25,000 from the Farmers Home Administration under its Soil and Watershed Association loan division.

—A group of landowners in Worth and adjoining Col-



quitt County have organized the Bridge Creek-Ochlocknee River Watershed to provide water management for irrigation and recreation and to speed up land treatment measures.

—In August 1964, a new nursing home for the elderly was opened in Sylvester. This \$250,000 facility, built by local people and privately owned and operated provides for 58 residents.

This is only a partial listing of our accomplishments, but they show that we have been on the move since those 33 leaders got together on November 22, 1960.

Feeling that they had had enough time to think about Rural Areas Development, I called a second meeting for December 10, 1960. It became evident that the original group had done something other than think. They must have done some talking too, for 45 interested persons from throughout the county showed up.

At this second session the Rural Areas Development concept was explained in more detail. Also, procedures

and recommendations were offered for setting the program in action in Worth County. As the meeting progressed, the group voted to organize officially as "The Worth County Redevelopment Corporation." They elected officers and directors.

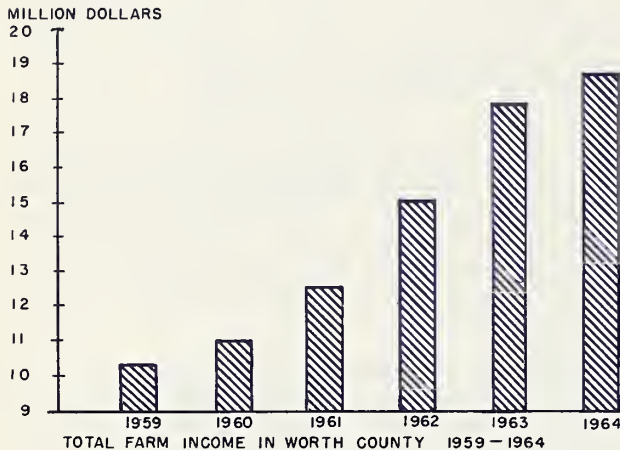
All of the officers, with the exception of the president who asked to be relieved after 2 years, are still serving in posts to which they were originally elected. In addition to the president, the officers include a first and second vice president, secretary, treasurer, and reporter.

This group, along with three directors, makes up the Executive Committee. The Executive Committee meets regularly (usually monthly) to assure an ongoing program. The entire membership of the Corporation meets at least annually, and more often if the need arises, to conduct business requiring full vote of the membership.

One of the first actions taken by the officers and directors of the new Worth County Redevelopment Corporation was to draw up a basic plan for county development. This later came to be known as the Overall Economic Development Plan (OEDP). In effect the OEDP was our blueprint, for it became the framework and guideline for all future actions of the Rural Areas Development Committee.

Early in 1961 all members of our Redevelopment Board were assigned to one of five committees: Rural Development (concerned primarily with industry); Health, Education, and Welfare; Youth; Agriculture; and Soil and Water Conservation. A chairman of each committee was appointed, and he was instructed to bring his group together as often as necessary to draw up a detailed program of work involving all aspects of development within the scope of his committee's responsibility.

Once the reports were in, they were reviewed and approved by the entire membership and published as "The



*The young people are not neglected in Worth County, Georgia's Rural Areas Development program. This new Youth Center was built in 1962 and completely furnished a year later.* *Nearly anywhere you look in Worth County you can see the booming economy. The new bank was completed in 1961 as was the educational building of First Baptist Church next door.* *When the mobil home assembly plant burned, reconstruction plans were made within 24 hours. The new, improved facility was ready for occupancy in less than 2 months' time.*





Worth County Redevelopment Program.” In the summer of 1961, after passage of Senate Bill 1 and the creation of the Area Redevelopment Administration, Worth County became one of 62 Georgia counties eligible for Federal assistance. But to qualify, our county group had to submit an OEDP for approval by the proper agencies.

The work we had already done served as the basis for the required OEDP. With the addition of new information, and rearrangement of it to meet the desired standards, the Rural Development committee submitted its completed Overall Economic Development Plan to the proper State and Federal agencies. Our plan, one of the first to be approved in Georgia, got its official okay on December 30, 1961.

Worth County has been on the move ever since, and we are not through growing yet.

A new County Airport Authority has been created and is now active in securing an airport. The project, to cost \$140,000, has already been approved by State and Federal aviation agencies. A paved runway 3,400 feet long and 75 feet wide is planned. The cost is to be borne half by the City and County and half by the State and Federal governments.

At least two new industries are now considering locating in Worth County. Two more recreational areas are being planned, and there is talk of building a golf course, riding club, and recreational lakes. The need for a new County Health Center and expanded hospital facilities is being discussed. Also under consideration is a new building to house agencies of county, State, and Federal governments. Development of existing tourist attractions is coming under the scrutiny of the Redevelopment Corporation too.

One of the significant aspects of our Rural Areas Development work is that the declining trend in population—the fate of many of Georgia’s rural counties—has been halted and an increase begun. According to the 1960 census, there were 16,682 people in Worth County. Population today exceeds 17,000 and now that the growth has started no one wants to hazard a guess about where it will stop.

That there is increased interest in the activities of the Worth County Redevelopment Board is evidenced by the fact that 102 county residents are full-fledged members today. This is a far cry from the 45 leaders who organized back on December 10, 1960. And the Corporation is now a legally chartered organization with all the powers commonly held by such groups.

There have been, and will continue to be problems which need solution and basic needs that require fulfillment. But more important, there have been and will continue to be, people who possess the knowledge, the foresight, and the courage to move ahead.

The secret of the success of Worth County’s Rural



*During the last 3 years, 12 new industries have been established in Worth County. They have provided 226 new jobs and a weekly payroll of about \$15,000. This man is among some 10 workers at a new truck body plant.*

Areas Development program lies in the total involvement of all our citizens. People have been willing to voice their ideas for improving the overall condition of our county. They have been willing to work out solutions to problems at the local level. They have been willing to make—and accept—change.

And most important, they have developed an attitude of building a better home, a better community, a better county. Therefore, they have been able to make for themselves, their families, their neighbors, and for all people, a better life.

This has not been any one person’s program, nor any one agency’s or department’s program. Rather it has been our program. It was designed by us, for our county, and for our total prosperity.

And with the goals, the guidance, and the encouragement of Rural Areas Development, we have made the progress cited in this article—and much more. From a county agent’s viewpoint, this is the way I see it. □

# EDUCATION—

## key step to resource development

by ALVIN C. BLAKE, *Assistant Extension Editor, Tennessee*

**T**HE Resource Development Committee of Trousdale County, Tennessee, believes that education at both youth and adult levels is the key to resource development in their county.

They have a somewhat unique problem. While the county enjoys near-full employment, there is still a lack of economic opportunity for most of the upcoming generation. The result is a steady outmigration of the younger set for greener pastures elsewhere.

Trousdale is the smallest county in area in the State. About half of its 5,000 people live in and around Hartsville, the county seat. "We are the only county in the State whose entire population can be seated in the football stadium," say local wags. This is literally true.

The five factories in Hartsville manufacture blouses, shirts, boots, paper boxes, and sewing machine cabinets. These factories employ about 1,000 people—mostly women, and most of the job requirements are for

unskilled labor. This means that when certain job levels are reached, there is little opportunity for advancement.

Leading citizens had become increasingly aware of the situation. Their barbershop discussions assumed a more positive form early in 1964 with the organization of the Resource Development Committee.

From the beginning, Clyde Webster, County Agricultural Extension Agent, had a guiding hand in the formation of the RD committee. Many of the factory employes are from the farms in the county and most are still conducting farming operations. Aware also that opportunities for substantial expansion of the agricultural economy are limited, he felt both a personal and official responsibility to offer his services to the RD program.

Webster is secretary of the RD committee and serves in organizational and educational roles. He provides staff guidance and helps develop information needed by the committee.

**O**ne of the first moves of the RD committee was to meet with local industrial leaders. A list of questions was submitted to these leaders in advance for discussion at the meeting on an informal basis. These

questions were:

1. In what educational group do you have the largest labor turnover?
2. Does a higher-educated person make a better and more stable employee?
3. What percentage of your employees have an education of:
  - a. 8th grade or less?
  - b. completed high school?
  - c. more than high school?
4. What percentage of your labor force is made up of Trousdale Countians?
5. Does your company have any incentive that would encourage high school graduates to work for you? If not, would you consider or make suggestions that in the future your company might formulate such plans?

While all of the employers did not respond in detail to all of the questions, there was considerable frank and open discussion on most of the points.

"We found, somewhat to our surprise, that the better educated employees were the most unstable," says Webster. "The employers agreed that high school graduates were easier to train and made good workers, but also became dissatisfied more quickly and were more likely to seek greater opportunity elsewhere."

While a great majority of the employees are natives of the county, the employers indicated that a substantial percentage live or were raised



in adjoining counties. Reports on educational level were incomplete but indications are that a high percentage are high school dropouts.

None of the employers have an incentive plan directly related to educational level and were not in the process of formulating such plans at the time of the meeting. The majority of the employees are paid on a production or piece work basis and their output depends more on manual dexterity than on educational level.

“Company officials have been very cooperative and we feel that they will continue to do so,” says Jack Patterson, chairman of the Resource Development Committee.

“It was the consensus of the committee that education is the place for us to start,” he continues. “We must stress the importance of young people finishing high school. And then we must offer them more opportunity to find local employment that will give greater opportunity for advancement. This means we must develop new programs and attract new industries which will employ more men, require higher skills, and offer jobs at higher levels. We certainly do not want to give up what we have now—but we definitely need to add to what we have.”

A State trade school is under construction at Hartsville. It will serve a five-county area and will offer training to youth and adults in auto and machine shop, drafting, office and machine repair, and similar trades. Some of the local manufacturers have indicated they will furnish equipment and instructors to train people to work in their plants. The

school will be adaptable to teaching almost any trade which might be required in the area.

Floyd Jackson, principal of the county high school, is emphatic in his view that educational standards in the county need improvement. He points out that the educational level of adults aged 25 years and over actually declined in the 1950-60 period.

“Employers should raise their educational standards, give preference to high school graduates and offer incentives for promotion,” Jackson says. “And we need additional industry that will be more demanding in its labor requirements.

“The State trade school is a step in the right direction,” he continues. “We will be able to offer joint training between the high school and the trade school and give high school credit in many cases. The present imbalance in employment, with so many wives and mothers working, has also created moral and sociological problems. This is one reason why we need more industry which will utilize higher skills and why we need an adult education program.”

Miss Bonnie Lee Safley, County Extension Home Demonstration Agent, is devoting a great deal of time and attention to working with the female factory employees. Company officials permit her to contact the employees during lunch hours and other periods to discuss homemaking and home improvement and to interest them in home demonstration clubs.

“This is a challenging, though rewarding, work,” Miss Safley says. “Women who work all day in a factory need help and guidance in home improvement perhaps even more than those who can spend full time homemaking. Many of these workers have children who will soon be seeking employment and building homes them-

selves. We are stressing the importance of their children finishing school and offering guidance on how to have a more rewarding home life.”

Miss Safley also works with the Resource Development Committee in an advisory and organizational capacity. State level RD staff personnel have met with the committee on occasion and counsel regularly with the local Extension personnel.

The RD committee has appointed an agricultural committee of farmers and farm leaders to explore the possibilities of improving farm income and developing farm resources. So far, their studies indicate only limited possibilities. Burley tobacco accounts for about 45 percent of farm income and the rest is about equally divided between dairying and livestock. Most of the dairying is grade B, and there is a long waiting list for grade A producers on the nearby Nashville market. The size and type of farms offer only limited opportunity for the expansion of livestock enterprises.

The committee feels, according to Webster, that it is headed in the right direction in stressing education as the basis for developing the county's resources. A recent development is worthy of note.

One of the factories has established a scholarship fund to help provide a college education for a son or daughter of an employee. The RD committee feels this move is an outgrowth of their work with local industry.

At the same time, the committee also realizes that industries must be developed which will offer more opportunity for economic advancement than presently exists, or the effort would be self-defeating. However, they look forward to the day when the outflow of people will be reversed and upcoming generations can find opportunity at home to apply the many skills and talents of a progressive society.

Only time will tell if the efforts and judgment of the committee have been correct. □





## Prove Your Point With A Result Demonstration



**O**NE OF THE oldest and one of the best Extension teaching methods is the agricultural result demonstration: well used, it is almost sure-fire.

A result demonstration tests a practice or recommendation under local conditions—conditions which approximate those of the intended audience. Although most result demonstrations are based on careful tests in other parts of the State or Nation, local trials convince growers that the practice will or will not be worthwhile. Familiar names also strengthen reports of the results. The actual testing shows growers that Extension and Research work hand-in-hand for their benefit and constantly look for ways to help them farm and live better.

The farmer-cooperator in such a demonstration becomes a better local leader because of the experience. He feels a sense of pride in taking part in a serious testing program and with the additional know-how he has obtained, he may wish to participate in another demonstration in the future. Certainly, he will be in a position to give a doubting neighbor encouragement to cooperate in such trials.

Result demonstrations have a price, even though the rewards may be great—they require careful planning. The test must be set up to insure that the results will be scientifically valid. The farmer-cooperator must be an individual who will follow specific directions and check with the agent for suggestions from time to time.

The first consideration when planning a demonstration is whether it will be worth the expended time and effort. The agent may devote many hours to a demonstration which brings negative results, although such results will probably be of value to growers.



by ERVIN L. BRAMHALL, *Ventura County Farm Advisor*  
and RALPH PARKS, *Extension Engineer, California*

In planning, the county agent selects a practice he believes to be important to the community. He then calls on leaders individually or as a group to determine if there is sufficient interest and if the farmers consider the practice important enough to be tested locally. Much depends on selecting the right cooperator. He should be dependable and have reason to be interested in the results. The conditions on his farm should be representative of those in the community.

One or more specialists should be directly involved in planning the demonstration for maximum validity and value. They can also use the results throughout the State.

The agent usually helps the cooperator with details. He must see that the needed materials are available on time. He stresses the need for careful records and assists cooperators in obtaining these. In some cases, the agent prepares signs indicating to passersby the practice being tested. Other publicity will inform the community of the demonstration. Usually, the simpler the point to be demonstrated and the larger the plot or test, the greater will be the interest of the community.

Completing the demonstration finishes only part of the task. Other farmers should have the opportunity of seeing the demonstration results. Other cooperators and prospective ones should receive personal invitations. Records should be reported both within the Extension organization and to the public.

Success in one result demonstration opens the door for others. Usually the agent has several possible demonstrations in mind. He can take advantage of the interest in a completed test to begin another.

Here's an example of a result demonstration conducted in Ventura County, California. Debeaking of poultry primarily to reduce cannibalism has become a common practice in recent years. At about 12 weeks of age, the pullet's beak has been removed.

Through exploratory work, we found a method of debeaking 6-day-old chicks in a precise way, and thus eliminate later debeaking. In cooperation with a local poultryman we set up a large-scale result demonstration.

Our cooperating poultryman keeps a million layers and is a leader in his community. We talked with him and showed him our unit which a local manufacturer helped develop. The unit automatically gauges and adjusts the position of the cut and cauterization with the timed travel of a cam mechanism. The poultryman agreed to keep careful records and carry out the demonstration carefully.

In our demonstration, and others that followed, we showed that debeaking by this procedure was three times



*The older hen pictured on the opposite page was debeaked by the method shown above when she was 6 days old.*

faster than the usual type of debeaking. Other results included elimination of from 5 to 10 percent of the culls resulting from errors in judgment or carelessness, utilization of less skilled labor, reduction of feed wastage, and lower labor costs.

Our cooperating poultryman now debeaks all his chicks by this new method. Through this and other demonstrations, tours, and publicity, 95 percent of the poultrymen in the county adopted this practice. Our publicity included a magazine article, newsletter items, and local newspaper stories.

Agents in adjoining counties were kept informed on the demonstration. A debeaking unit has been loaned to a Southeastern State where it is also being demonstrated.

We believe this demonstration method resulted in the improved practice being adopted by a number of poultrymen. □



A consumer speaks out on the panel at Vermont's Consumer Days.

**T**HE EXTENSION SERVICE has been working with consumers for years but let's not kid ourselves—we're still babes-in-the-woods when it comes to reaching them directly. Anybody whoever purchased anything is a consumer. And it's the same old iceberg—a surprisingly large mass never appears above the surface.

Maybe it's the glacial country up here—we're used to thawing things out. Vermont did it. We held a successful 2-day Consumer Days Conference that pulled in people from all corners of the State, people with one common bond. They were consumers and they wanted to know:

"If you complain about meat today, don't stores just continue to do what they've always been doing?"

"I'm tired of these cents-off prices. Everything is 'on sale' today."

"And why," asked one mother, "can't they put a piece of matching material in the pocket of boys' plaid shirts?"

Obviously, there's more for consumers to worry about these days than how to pick out the best head

## Controversy, Crisis, or Contretemps?

# Vermont Consumer Days

by MARGARET A. MAURICE *Extension Editorial Assistant Vermont*

of cabbage. (Although that kind of consumer choice is not to be sneezed at, either.)

With this in mind, a neat bundle of up-to-the-minute knowledge was wrapped up and tagged with the consumer's name. The conference was sponsored by the Consumer Information Clearinghouse of the University of Vermont and Consumers Union, Inc. It was arranged by Faith Prior, Extension specialist in family economics.

Delivering the bundle was something else again. How did Vermont do it? We used our general information program and gave it the blue chip treatment. "You can't get people out to meetings nowadays," our agent told us. "If you're going to hold a meeting, it's got to be a big one. And you gotta get the word out."

Instead of one word, we used three: *Dollars and Decisions*. Under this heading, Faith Prior wrote her weekly news column, voiced a weekly radio broadcast, appeared on television, and sent out her bimonthly newsletter. She concentrated on making the pitch as readable and palatable as possible. Sample headlines—*The Froth Over Detergents*, *The Man Behind the Marabou*, and *Mother, Why Is Your Tongue So Green?*

**L**ight touch? Sure. But the aim was to reach them now, teach them now. Over and over, she told consumers, "Come and see how important everybody thinks you are."

To further promote the conference, a snowstorm of material was blitzed

out to the counties. Copies of a mailer insert were given to county agents for use as a companion piece with other material prepared by each county office. Several fill-in straight news stories were written for agents to supply to their local press.

**I**nvitations were issued to men and women, educators, businessmen, and such organizations as cooperatives and credit unions.

Our regular tape service to Vermont stations carried four tapes telling about VC Days. To get a variety of personalities and messages several voices were used featuring both Extension Service and Experiment Station directors, the State home demonstration leader, and the family economist.

A selection of short station-break announcements was sent to all radio stations with a letter asking their cooperation in the interest of consumers in their listening areas. Special tape series were sent to the women's editors in the radio stations, and live specials were done on their air time.

In addition to our regular pre-meeting press promotion, mats were made from photos so that all dailies and weeklies could use news photos of the main speakers.

A short suggested editorial on the plight and problem of the consumers called attention to the UVM 2-day meeting.

The turnout made it worth the trip through media channels. They came from all over—homemakers, husbands, businessmen, teachers with



their home economics classes. More than one mother who couldn't find a babysitter found a quick walk around the exhibit area, children in tow, was rewarding.

The program was a cross section of what's going on in work for the consumer. In addition to the voices of consumers, the audience heard a member of the President's Committee on Consumer Interests, a speaker from Consumers Union (testers of products, authors of "Consumer Reports"), representatives of the Federal Trade Commission, Food and Drug Administration, Department of Standards, State Government, producers, marketing specialists, and businessmen.

Dr. Colston Warne, Amherst economist and member of the President's Committee on Consumer Interests, gave the keynote address. A reaction panel on "Contributing Roles in Consumer Welfare" followed.

Panel members represented the average consumer, producer, marketing, and business interests. When they didn't ask the very question that was on the tip of a homemaker's tongue, she stood up and asked it herself. Sparks flew. In fact, at one point or another, both sides felt as if someone had slammed the oven door and the cake fell.

Businessmen were observed taking notes on complaints. Irate, and not so irate, just interested consumers were taking it all in. "Well I never knew that before," said one.

During the evening session, Dr. James Mendenhall of Consumers Union discussed that organization's testing and educational activities. The questions were familiar to him but not to his audience who wanted to know things like: How do these consumer testing outfits operate? Who sponsors them? How do they decide what to test and how to test it? And are they really not in league with advertisers?

The second day of the conference sought to make sense of the alphabet soup that represents the many govern-

ment agencies working on behalf of the consumer.

"Do they ever pay any attention to me, up here in the hills, when I think somebody's done me wrong? Or are they so tied up in their own red tape, as some people suggest, that it uses up all their energy just staying out of each other's way?"

They found out that they have a built-in ear with the government agencies—if they will only use it.

The session wound up on an optimistic note—a look into the future with Philip Dwoskin of the USDA's Economic Research Service who told the audience what they'll be buying tomorrow that they can't even imagine today.

We found, in our post-game rehash:

. . . that federal and State agen-

cies are not only cooperative but have excellent displays and materials available.

. . . that businessmen will come the minute they think consumers are involved.

. . . that educators are delighted to have this teaching opportunity.

. . . and we found, most important of all, that when the Suggestion Box was turned out, nearly every slip said, in one way or another, "Do it again."

But the whole thing would be a dud without that slippery character, the consumer. Someone once said that people use mass media for entertainment, so it should not be clouded with ideas. We'll buy the first thought, but we balk at the second. To prove it, we used the soft sell approach and today we're in cahoots with consumers. □

Dr. James Mendenhall shows a consumer two examples of the "short quart."



## From The Administrator's Desk

We are the *Cooperative Extension Service*. While we are sometimes called the *Agricultural Extension Service*, the term "Cooperative" is more common and has been in more general use in recent years. I think it is good for us all, once in a while, to stop to think what the term means.

It could mean to you that we are cooperative in working with farm organizations, civic clubs, church groups, and other voluntary groups and organizations—cooperating to help these people make their work more effective in reaching common goals. In this sense Extension workers are always "Cooperative."

It could mean to you that Extension programs are only possible because of the cooperation of hundreds of thousands of volunteer leaders and many businesses and other organizations. In this sense too we are a "Cooperative" service.

However, the term *Cooperative Extension Service* has come about more to indicate that this is a service in which there is cooperation between units of government at several echelons. It indicates a service cooperatively sponsored by county, State, Federal, and sometimes city government. It indicates cooperation in financing programs, in planning and conducting programs, and in administration.

All county Extension workers realize that with county financial support goes a responsibility to the people of the county and the county government to use these funds for purposes important to the taxpayers and appropriating body—if they are to receive continued support.

There is, of course, a similar responsibility to the other partners providing support. In each State we have a responsibility to the State legislature to use funds provided by it in working toward goals and objectives important to the people of the State and in line with the intent of the legislature as they provide Extension's funds. This includes a responsibility to University administration, the University governing board, or other groups involved in providing the State funds.

And, similarly, Extension workers have a responsibility to the Federal Government and the United States Congress—a responsibility to conduct educational programs related to important National goals and objectives, in line with the purposes and objectives these bodies have as they provide Extension funds.

The broad objectives and goals of these levels of government are generally consistent. As we work to develop and carry out our programs we work for programs satisfying to all our responsibilities to the several cooperating groups. We recognize local, State, and National responsibilities that go with the support we receive. Extension workers at all three echelons work together in a cooperative manner in programs and administration.

Yes, we *are* the *Cooperative Extension Service*. In our cooperation lies our strength. Let's maintain and develop the cooperative nature of our service by at all times remembering our responsibilities to the various cooperating supporters of our work and blending into our programs educational work to support the several goals and objectives they expect us to serve.—*Lloyd H. Davis*